**2020 *Connect to Disconnect***

**SAMPLE POST-CAMPAIGN NEWS RELEASE**

**AND POST-OPERATION REPORT**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail Address]**

**Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them to obtain their permission to use their names in this press release, and you must get their approval for the language used in their quotes, and any changes or additions they may require. Only after this is done can you send out the press release.**

**[XX] Drivers Cited During Connect to Disconnect**

**Annual *U Drive. U Text. U Pay.* Enforcement Campaign Off to Strong Start**

**[City, State]**—On April 9, in support of the annual *U Drive. U Text. U Pay.* high-visibility enforcement campaign, **[Local Law Enforcement Agency]** successfully launched its second *Connect to Disconnect (C2D)* distracted driving initiative. This 4-hour anti-distracted driving awareness kickoff event, coordinated by participating state highway safety offices and their respective law enforcement partners, aimed to increase law enforcement participation through highly visible texting and cell phone law enforcement. The C2D event resulted in the issuing of **[XX]** citations for texting and cell phone use while driving violations.

“We participate in this campaign because it works,” said **[local law enforcement official]**. “Our goal isn’t to write more tickets—it’s to save more lives. Everyone knows it’s dangerous to text and drive. But we still see people on their phones behind the wheel---every day. Sometimes a ticket is what gets through to someone. We’d rather someone learn a lesson from a citation than from a crash.”

According to U.S. Department of Transportation’s National Highway Traffic Safety Administration, between 2012 and 2018, nearly 23,000 people died in crashes involving distracted drivers. There were 2,841 people killed in motor vehicle crashes involving distracted drivers in 2018. While this reflects a 12-percent decrease from 2017, there are still thousands of people dying each year in preventable crashes.

Texting while driving has become especially common among younger drivers. In fact, in 2018, 8 percent of people killed in teen (15-19) driving crashes died when the teen drivers were distracted at the time of the crash. In fact, according to NHTSA, young drivers 16 to 24 years old have been observed using handheld electronic devices while driving at higher rates than older drivers every year since 2007.

For more information on the C2D initiative or the *U Drive. U Text. U Pay.* distracted driving enforcement campaign, please visit www.nhtsa.gov/risky-driving/distracted-driving.

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